GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:5334
ANSWERED ON:15.05.2007
ADVANTAGE OF DTH
Singh Deo Smt. Sangeeta Kumari;Thummar Shri Virjibhai

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government maintains any record of Direct-to-Home (DTH) viewers;

(b) if not, the reasons therefor;

(c) the basis of assessing by the Government whether DTH is benefiting the viewers or not along with the reaction of the Government thereto; and

(d) the advantages of DTH that have accrued to the viewers so far alongwith the details thereof?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING AND PARLIAMENTARY AFFAIRS (SHRI P. R. DASMUNSI)

(a) No, Sir.

(b) No such need has been felt to maintain such records.

(c) & (d) Provision of DTH services by Doordarshan and the private sector has given television viewers multi-channel television programmes throughout the country. The viewers are also having an option to choose between cable and DTH services resulting in a healthy competition between the two types of service providers by offering consumer friendly packages and improving upon their customer care and quality of other services. DTH services have also greatly benefited rural areas and other interior and remote areas where either only the terrestrial transmission of Doordarshan or no service is available. DTH services have enabled the viewers in these areas to exercise their right to information and entertainment.